Give Students Every Opportunity!

Microsoft IT Academy

Microsoft

Agenda

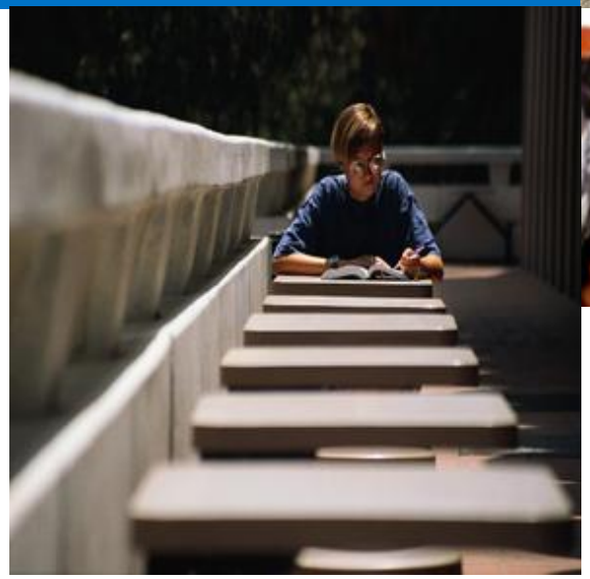
Skills for tomorrow

Tools for Building Technology Skills

Next Steps

What is the IT Academy Program

Industry-leading technology skills to help bridge the skills gap



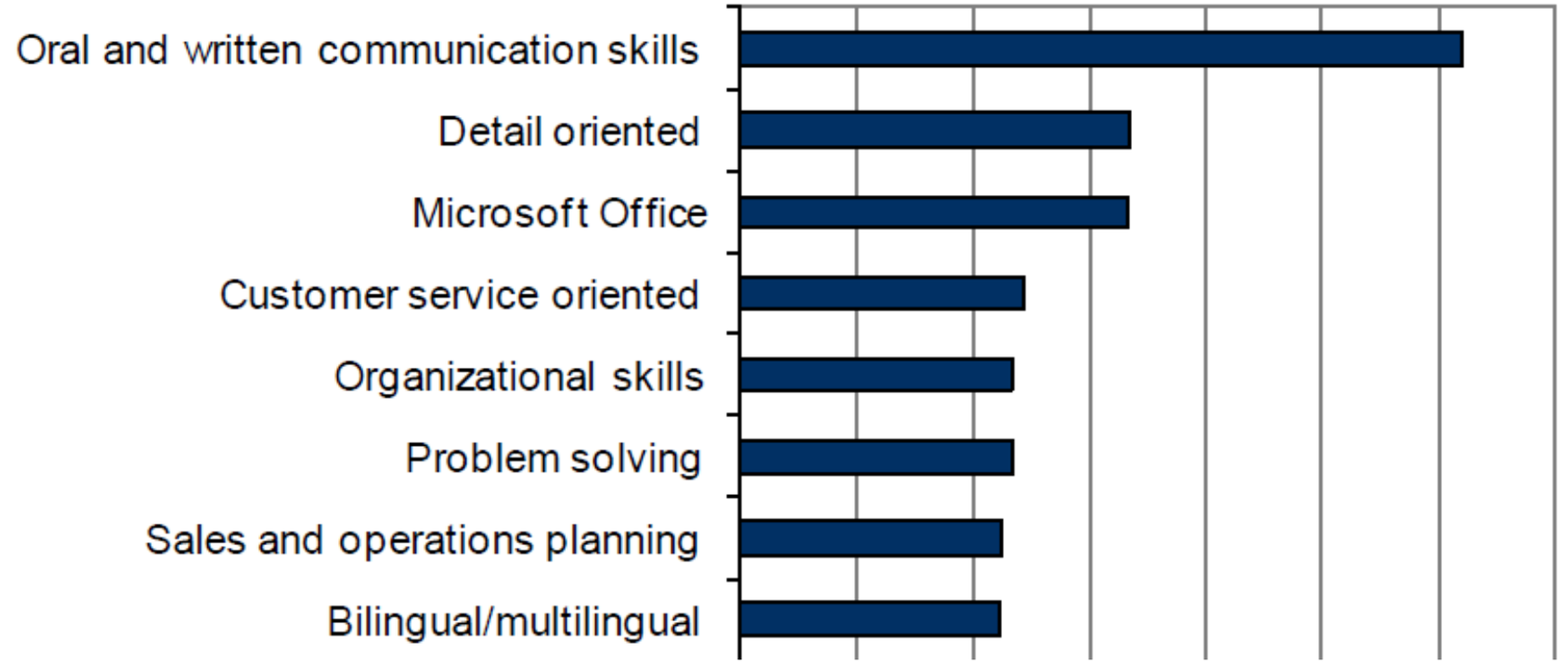
Teach and learn the latest Microsoft technology through an online solution

IDC Study

14.6 million job postings April-September 2013 from 25,000 job boards

FIGURE 2

Top Skills for All U.S. Occupations



Microsoft Skills are in DEMAND – across cities around the globe!

Jobs in Demand by Technology

Strong hiring interest from ecosystem of partners, customers, suppliers for Microsoft Skills & Certifications

Fastest Growing Occupations Globally include Health Care and Information Technology

Michigan Locations	Microsoft Skills Required
Grand Rapids	697
Warren	4,561
Sterling Heights	4,368
Lansing	458
Ann Arbor	1,739
Flint	175
Dearborn	4,485
Livonia	5,290
Clinton	3,841

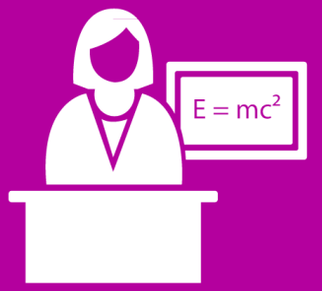
Source: Indeed.com, October 2014

Market Value (salary) with Microsoft Certification

Business Entry Level Position		Technical Entry Level Position	
With MOS Cert	No MOS Cert	With MCSA Cert	No MCSA Cert
$41,446	$25,134	$47,052	$36,941
Value of MOS Certification (Excel)		Value of MCSA Certification	
$16,312		$10,111	
Payscale.com 2013		Payscale.com 2013	

Validating Skills for Employment

IT Academy Training



Certification

College & Career Ready

> “It’s truly a global marketplace, especially in the IT world. If you don’t have a certification that validates you have the needed skills, you’re at a significant disadvantage.”
>
> **Bill Doherty**
> @ONE Project,
> College System of California

Sources: [1] MCP Program Satisfaction Study 2010; [2] Intrepid Survey; [3] Certiport Research,2009

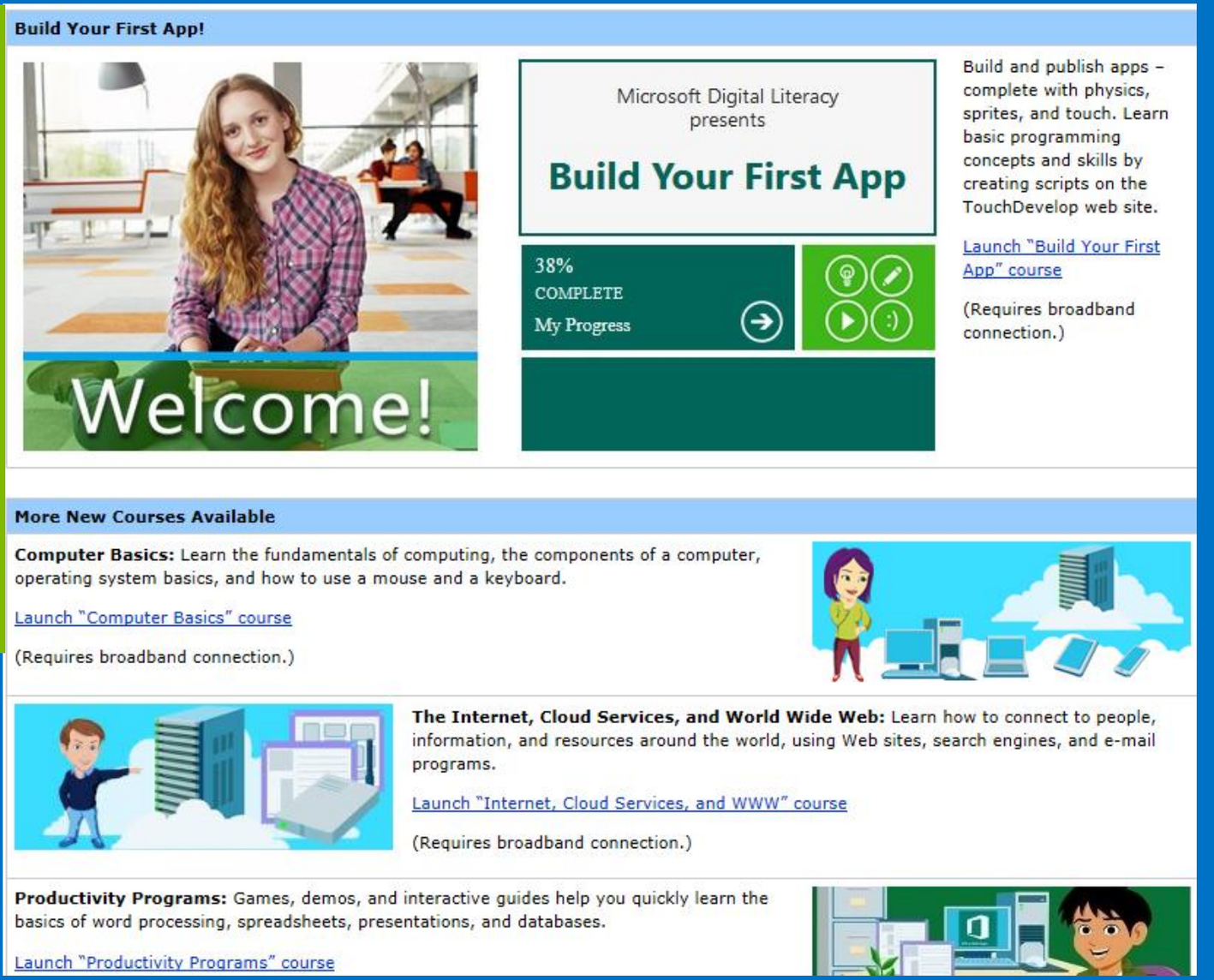
Tools for Building Technology Skills

Microsoft IT Academy Program Benefits

- Curriculum
- Professional Development
- Software
- Marketing Partnership
- Support and Resources
- Deployment Solution

Curriculum: Digital Literacy

- Computer Basics
- Internet, Cloud Services and the World Wide Web
- Productivity Programs
- Computer Security and Privacy
- Digital Lifestyles



Curriculum: MOAC Digital Textbooks

Technologies

MTA
Microsoft Technology Associate

Office 2010 & 2013
Word, Excel, PowerPoint
Outlook, Access

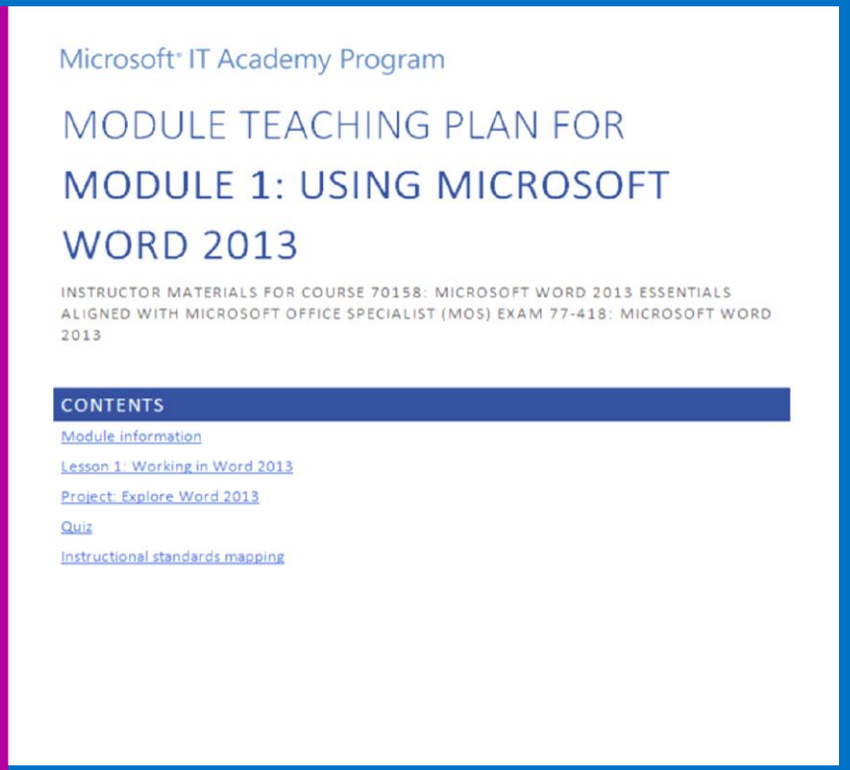
Microsoft .NET Framework - Application Development Foundation

Microsoft .NET Framework 3.5, ASP.NET Application Development

Designing and Developing ASP.NET Applications Using the Microsoft .NET Framework 3.5

Curriculum: Lesson Plans

- Customizable Teaching Plans
- Discussion Questions
- Quizzes
- Student Projects
- Instructor Guides
- Presentations
- Instructional Mapping
- Multiple Languages



Microsoft® IT Academy Program

MODULE TEACHING PLAN FOR

MODULE 1: USING MICROSOFT WORD 2013

INSTRUCTOR MATERIALS FOR COURSE 70158: MICROSOFT WORD 2013 ESSENTIALS ALIGNED WITH MICROSOFT OFFICE SPECIALIST (MOS) EXAM 77-418: MICROSOFT WORD 2013

CONTENTS

Module information

Lesson 1: Working in Word 2013

Project: Explore Word 2013

Quiz

Instructional standards mapping

Maps to Common Core & CCTC

Technologies

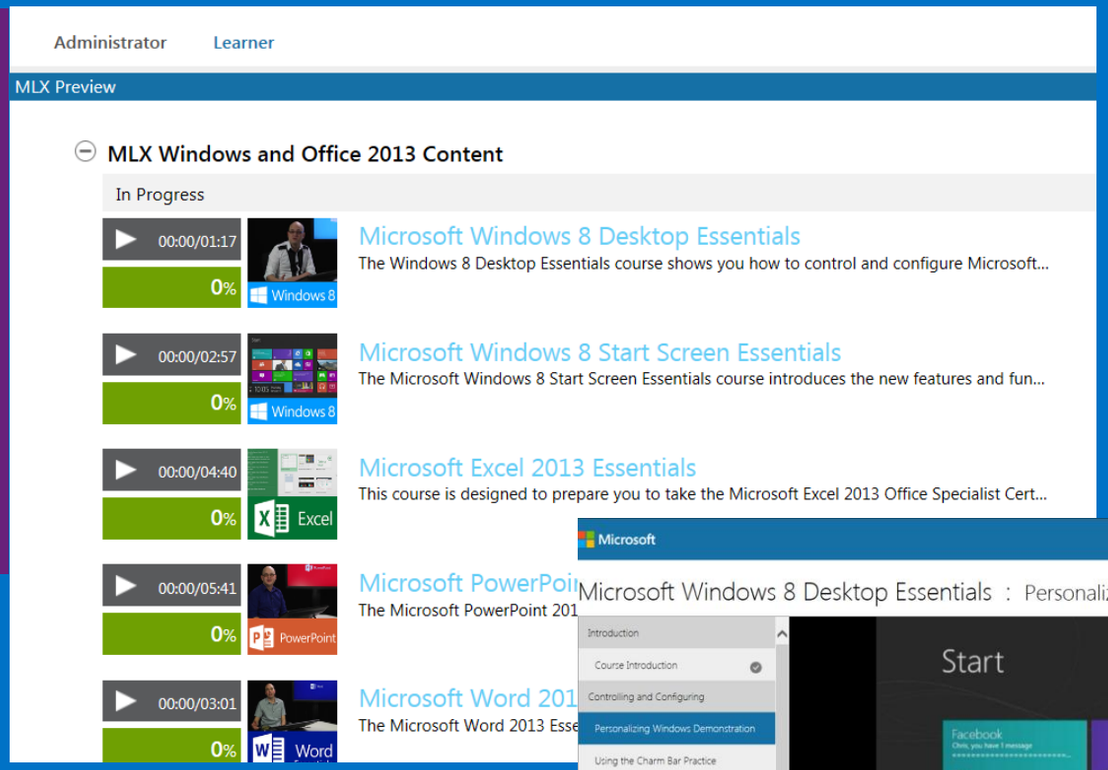
- Microsoft Office
- Windows
- Office for Mac
- Expression Web
- SharePoint

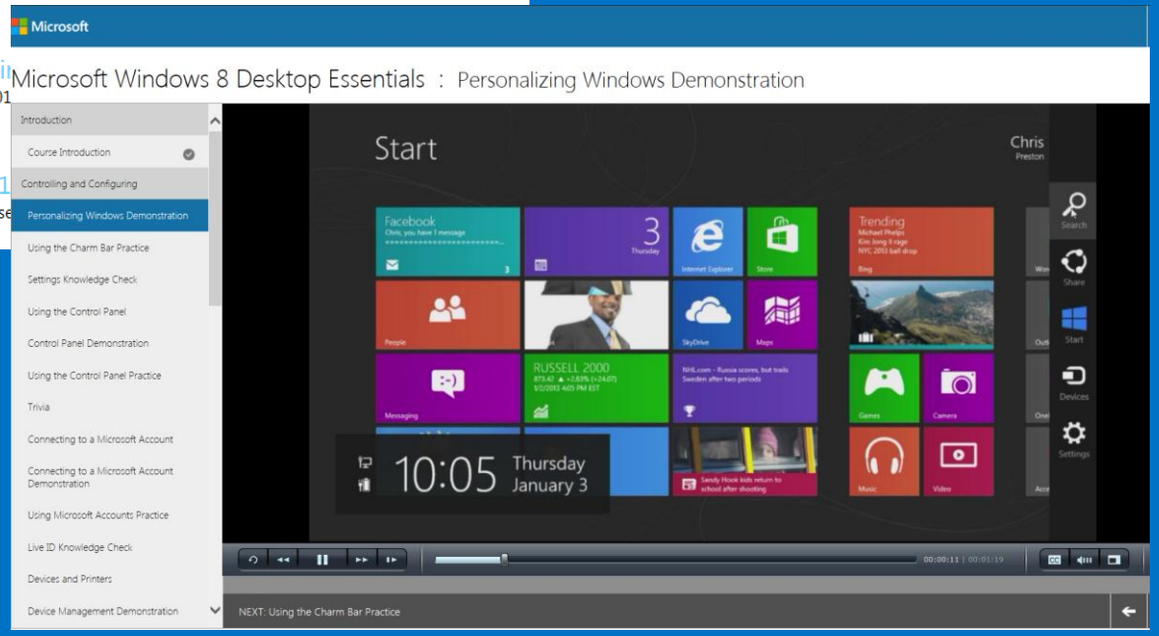
Curriculum: Online Learning

250 + Courses

Multiple Technologies

Evolving Administrator and Student Experience





Curriculum: E-Reference Library

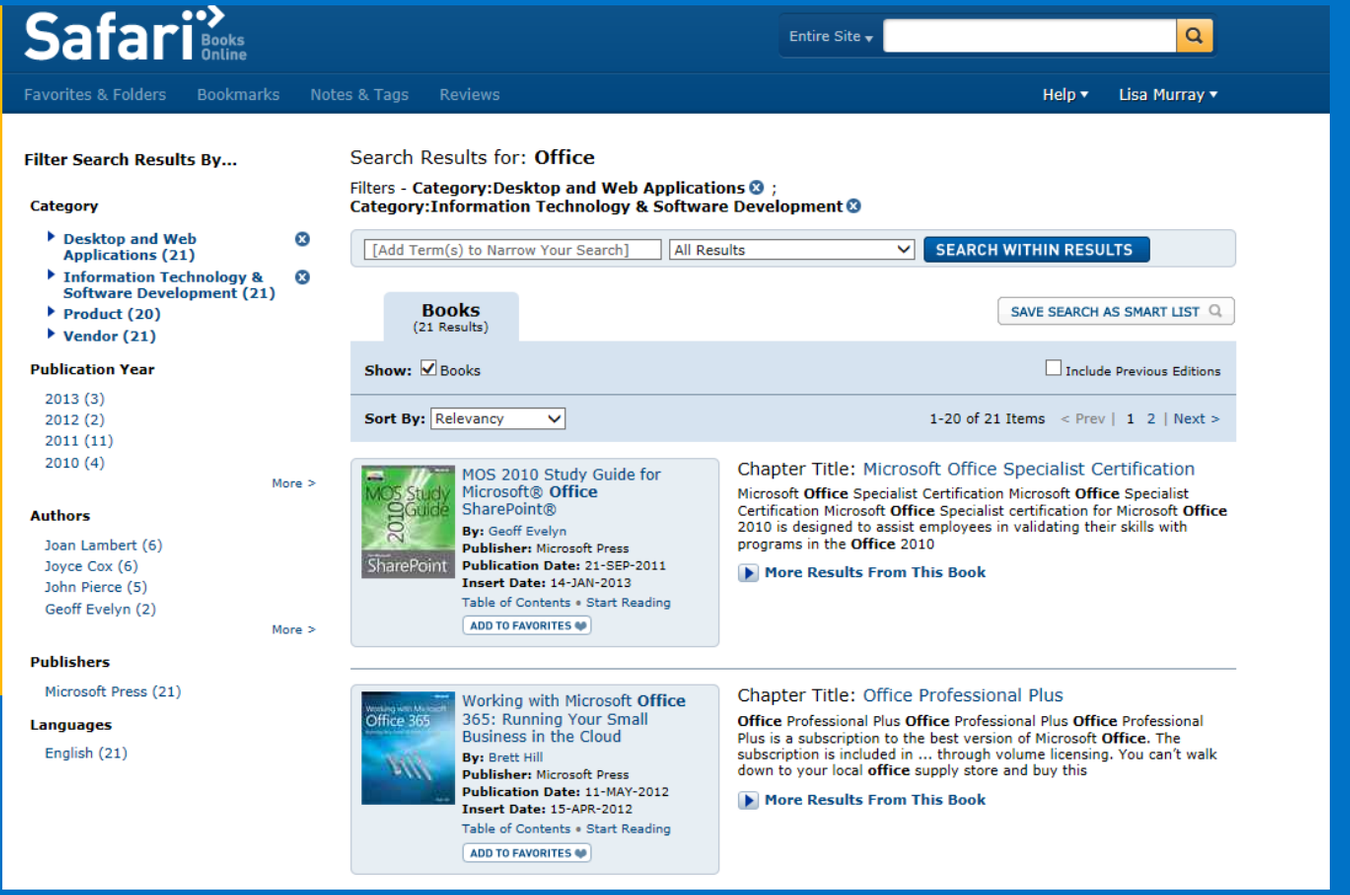
800+ Books

5 Free Subscriptions per campus

Professional Development

Supplemental Student Projects

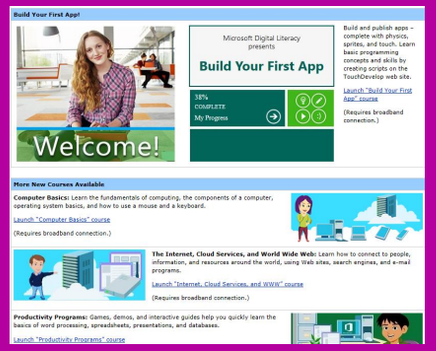
Advanced Searches



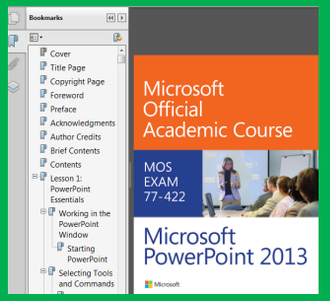
Curriculum Overview

Basic Foundation

Digital Literacy

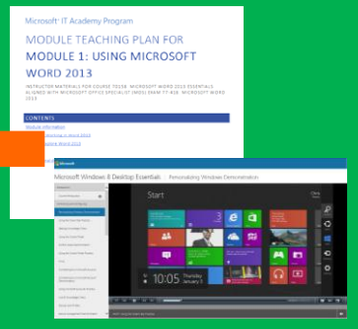


Main Curriculum



Microsoft Official Academic Curriculum

- Available in English / some titles in Arabic for Office 2010
- Created for an academic environment
- Maps 100% to Microsoft Certification



Lesson Plans

- To be used in conjunction with online learning
- Step by step guidance for teachers

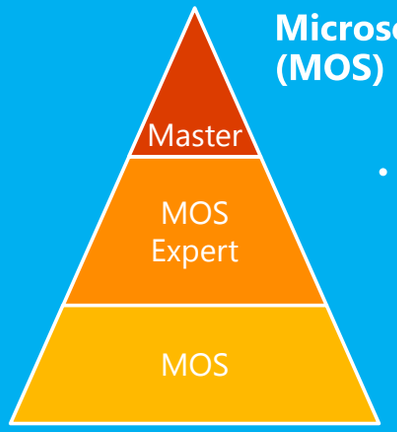
Online Learning

- Office and technical Training on-line
- Best used in conjunction with lesson plans
- Use together for Microsoft Certification

E-reference

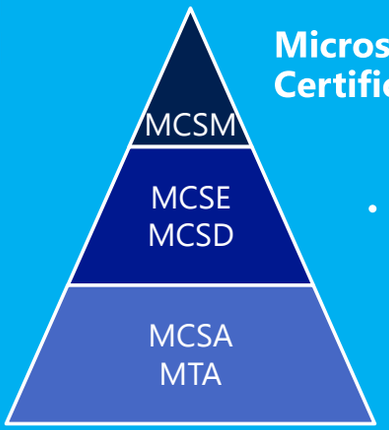
- Available in English / some titles in Arabic for Office 2013
- Some books map 100% to Microsoft certification

Certification



Microsoft Office Specialist (MOS)

- Choose the best ITA curriculum for your situation to use in preparation



Microsoft Technical Certifications

- Choose the best ITA curriculum for your situation to use in preparation

Microsoft Certified Educator

Professional Development:
Professional Development Exam Vouchers

10 MCE

Microsoft Certified Educator Exams

Teachers using technology in the classroom

10 MOS

Microsoft Office Specialist

All teachers with productivity skills

10 MTA

Microsoft Technology Associate Exams

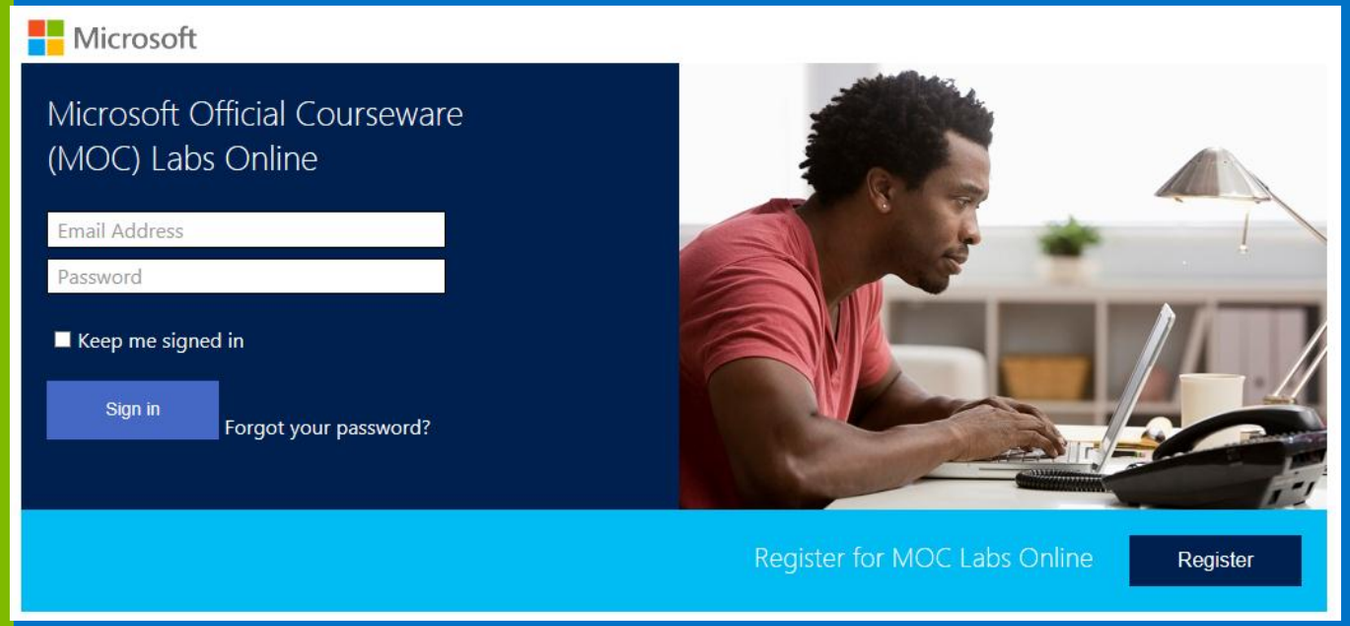
Learn & Introduce students to technology careers

Professional Development: Microsoft Certified Trainer (MCT)

One free MCT subscription per school for qualified instructor or faculty member

25% Discount on additional subscriptions

MCT's are the premier technical and instructional experts in Microsoft technologies



Access to

- MST Download Center
- Trainer Preparation
- Courseware Marketplace
- MCT community
- MCT Prep Kits
- Microsoft Labs Online (MLO)

Software: DreamSpark and Microsoft Office for labs

Product Categories Line-up	DreamSpark Standard	DreamSpark Premium
Operating Systems		
Windows Client		✓
Windows Server	✓	✓
Developer & Design Tools		
Visual Studio Professional	✓	✓
Visual Studio Premium		✓
Visual Studio Ultimate		✓
Expression	✓	✓
Windows Embedded	✓	✓
Applications		
Visio		✓
Project		✓
OneNote		✓
Servers		
SQL Server	✓	✓
BizTalk Server		✓
SharePoint Server		✓

dream big and develop bigger

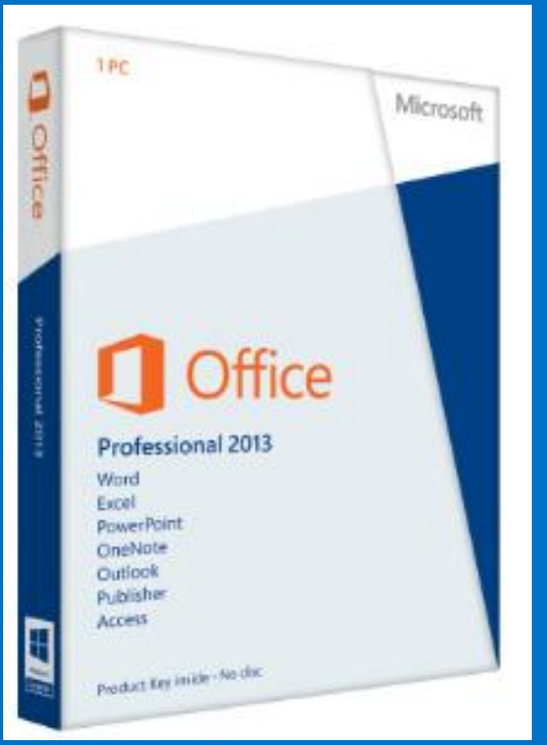
Be part of the next big thing in phone development.

start developing for
Windows Phone 7 → | Windows Phone 8 →

say hello to next generation

Create applications that deliver a Windows experience.

start developing for
Windows 8 →



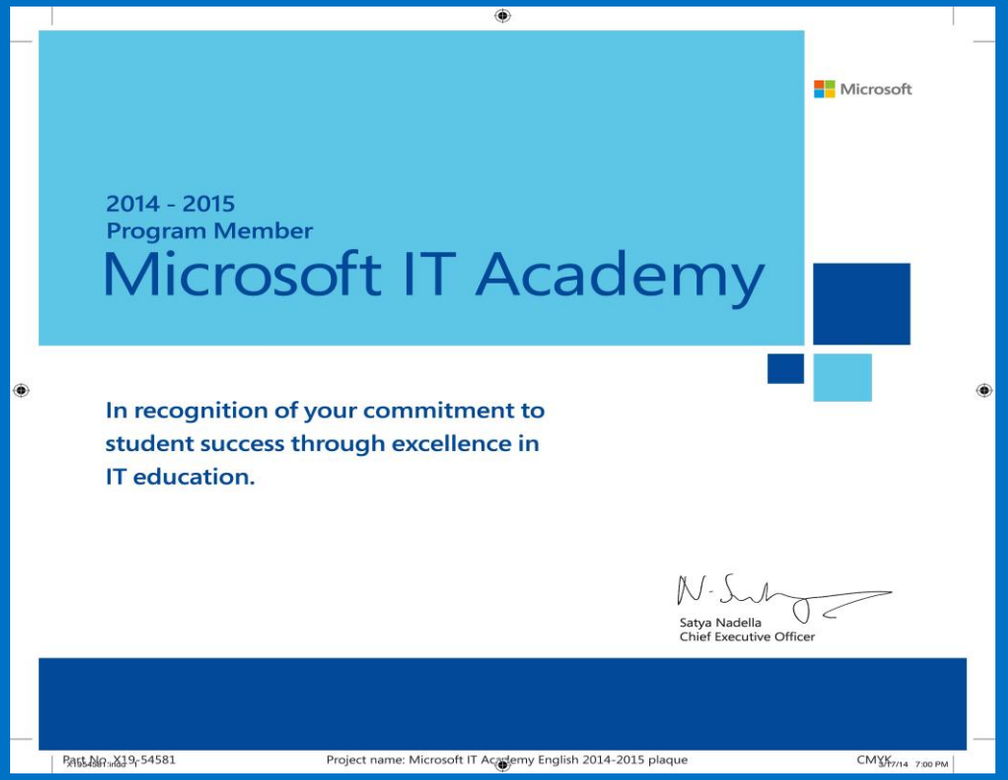
Marketing Partnership

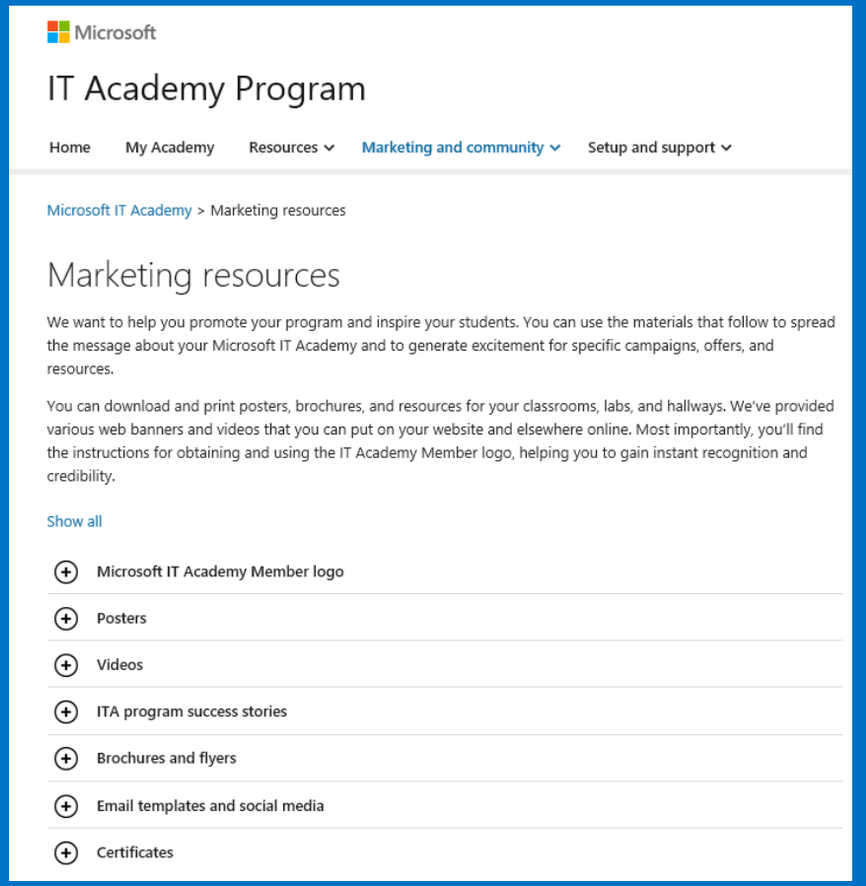
Program membership plaque

Program logo

PR kit

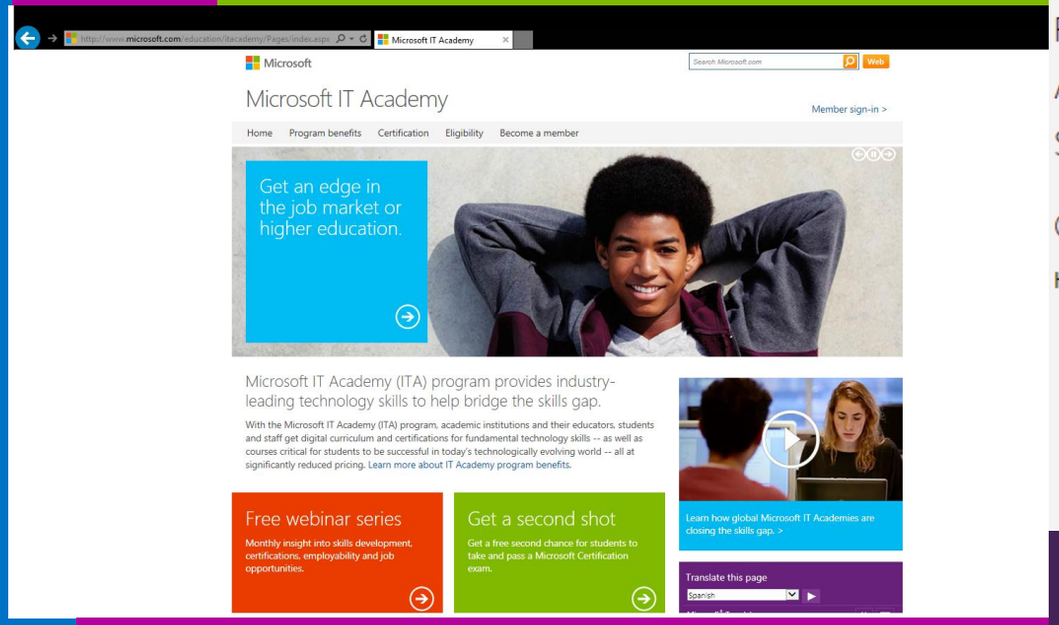
Posters



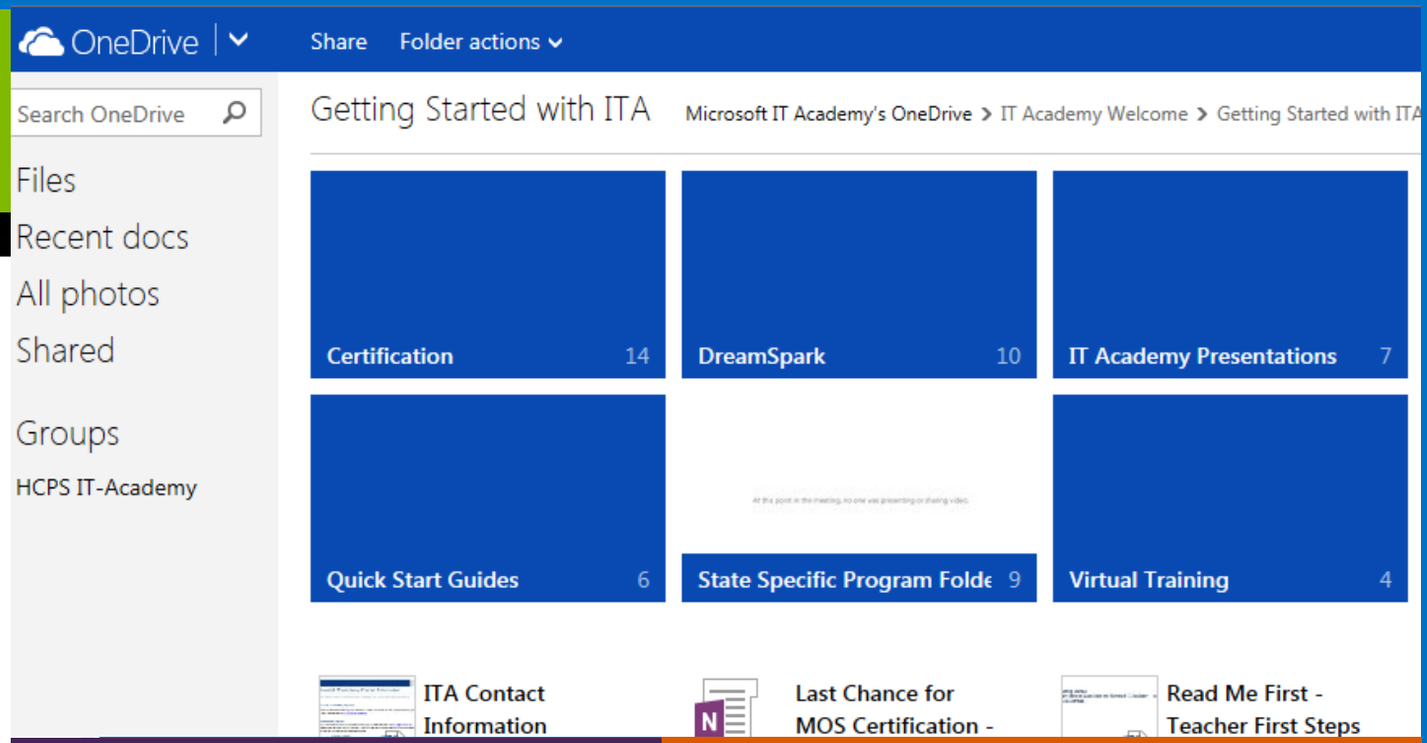


Support and Resources

Member Site:
www.microsoft.com/ITacademy



Dedicated email alias support
miita@microsoft.com



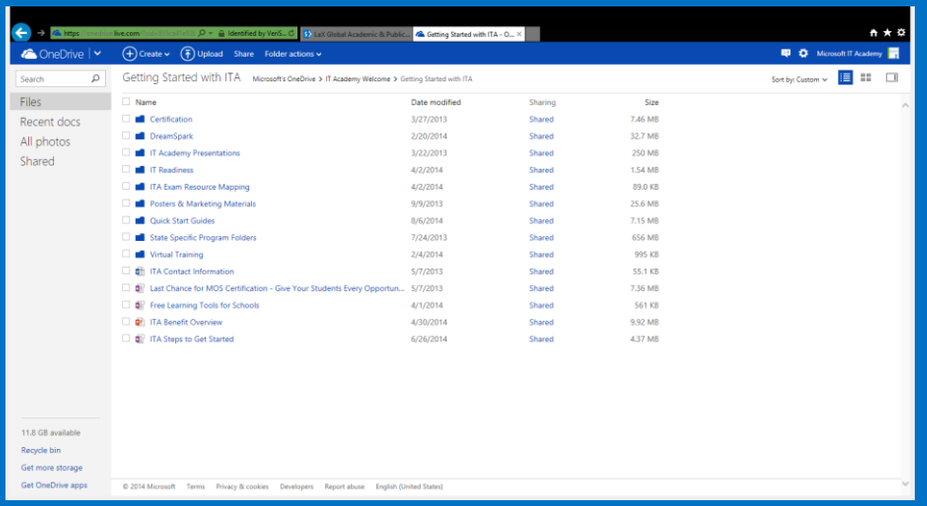
OneDrive Get Started
http://sdrv.ms/YAHHyM

Customer Support
1-800-508-8454
acadsupp@microsoft.com

IT Academy Deployment Solution – *the differentiator*

Deployment Support and Teacher Training

- In-person hands-on training for teachers
- Virtual IT training for school lab setup; Teacher training to get started
- Reporting (student, classroom, school, district, region, and state reporting)
- Direct email alias: miita@microsoft.com



WA State ITA Deployment									
Summary	**End of School year 2011/2012**	**End of School year 2012/2013**	**15-Jan**	**21-Jan**	**29-Jan**	**3-Feb**	**12-Feb**	**19-Feb**	**25-Feb**
Total Licenses to be Fulfilled	703	703	703	703	703	703	703	703	703
Total Schools Registered	651	655							
Licenses Fulfilled	703	703	245	248	257	260	260	264	267
Licenses Available to be Fulfilled	703	0	458	455	446	443	443	439	436
Number of Schools Testing	154	193	169	169	177	178	181	184	187
Total Current Uploads	14218	46,954	21298	23885	29243	30137	30892	31761	33139
Total Exams Passed Passed	4096	12,311	5770	6298	7713	7946	8074	8323	8758
Total Certifications		**11,597**	**5151**	**5668**	**6823**	**6996**	**7069**	**7292**	**7653**
Total Unique Students Certified	2352	6,503	3466	3729	4273	4383	4425	4499	4649
Total Unique Teachers Certified	94	113	93	101	111	120	123	126	131
MOS Uploads	13862	46,492	21189	23751	29087	29951	30693	31561	32939
MOS Exams Passed	3935	12,181	5735	6260	7674	7907	8031	8280	8715
Student MOS Certifications	3550	11,192	4989	5644	6662	6759	6883	7193	7424
Teacher MOS Certifications	203	276	130	147	166	173	178	182	188
Total MOS Certifications	**3833**	**11,468**	**5119**	**5791**	**6828**	**6932**	**7061**	**7375**	**7612**
Total MOS Master Certifications (10 students 1 teacher)	24	126	24	29	31	31	31	32	32

Next Steps:

- Opportunities to sign up for ITA and Certification
- Virtual Trainings coming soon
- Training opportunities at MBEA, November 6th and 7th
- Full Deployment support available from Microsoft

Q&A

Thank You!

miita@microsoft.com

MOS Exams Mapped to Career Clusters

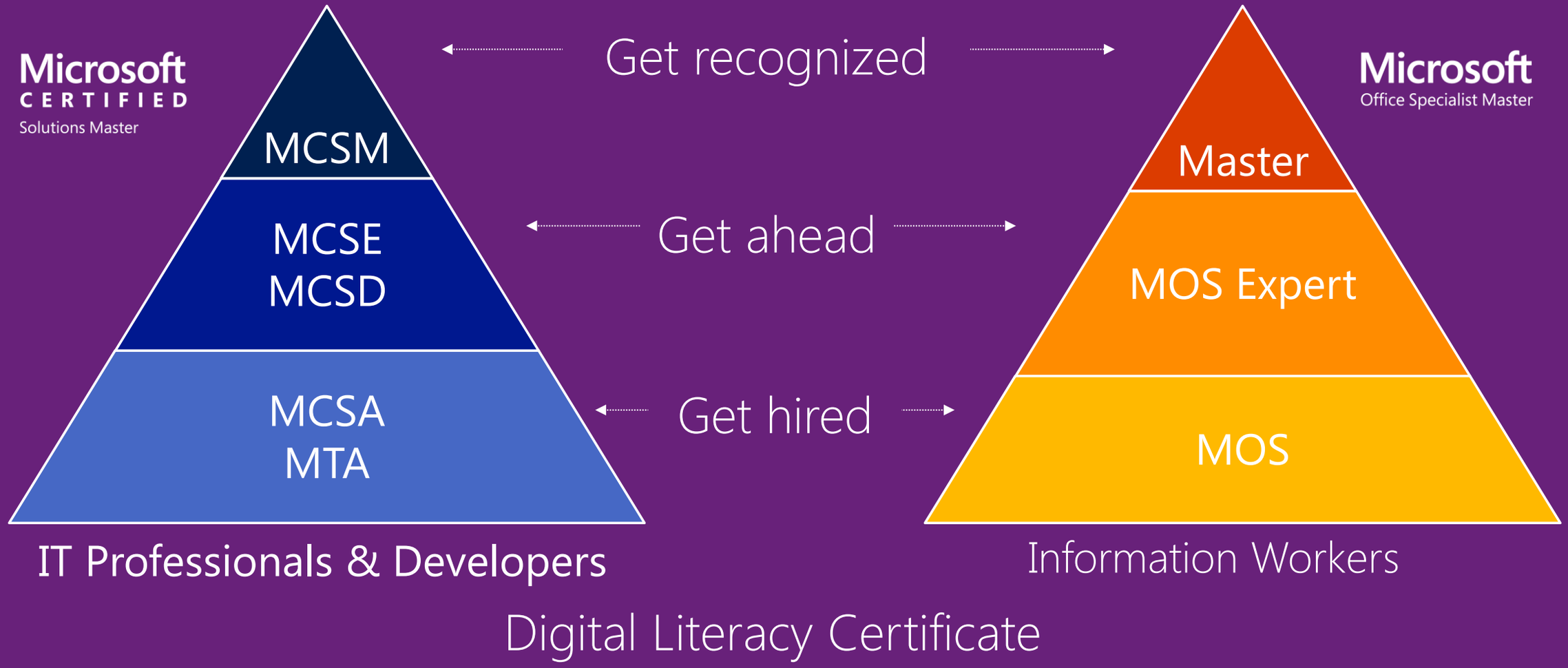
Office App	Agriculture, Food & Natural Resources	Architecture & Construction	Arts, A/V Tech & Communications	Business Management & Administration	Education & Training	Finance	Government & Public Administration	Health Science	Hospitality & Tourism	Human Services	Information Technology	Law, Public Safety, Corrections	Manufacturing	Marketing	Science, Technology, Engineering & Math	Transportation, Distribution & Logistics
Word	✖		✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖
Excel	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖
PowerPoint	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖			✖	✖	✖
Outlook			✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖	✖
Access	✖	✖		✖	✖	✖	✖	✖			✖	✖	✖		✖	✖
SharePoint	✖	✖	✖	✖	✖		✖		✖	✖	✖	✖	✖	✖	✖	✖
OneNote				✖	✖					✖					✖	

Source: Career Cluster source: http://www.careertech.org/career-clusters/glance/careerclusters.html

Value of Microsoft Office Certification

Microsoft certifications

All IT Academy curriculum formats prepare for certification



Digital Literacy Certificate

Why Become Certified

Certification gives you tools to build a brighter future

Achieve industry-recognized certification

Enhance your higher education prospects

Learn the computing skills needed in college and business

Boost your resume

Gain valuable experience and confidence

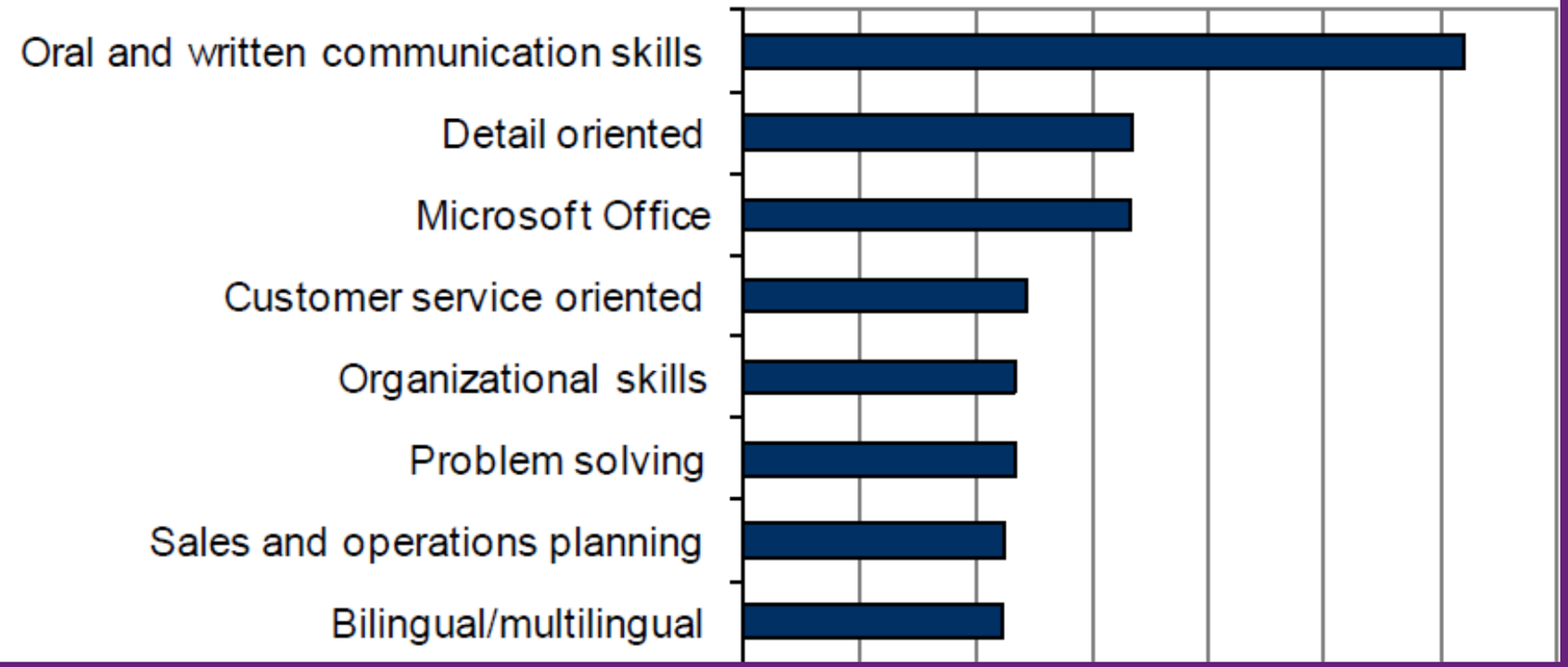
Prepare yourself for a successful future

IDC Study

14.6 million job postings April-September 2013 from 25,000 job boards

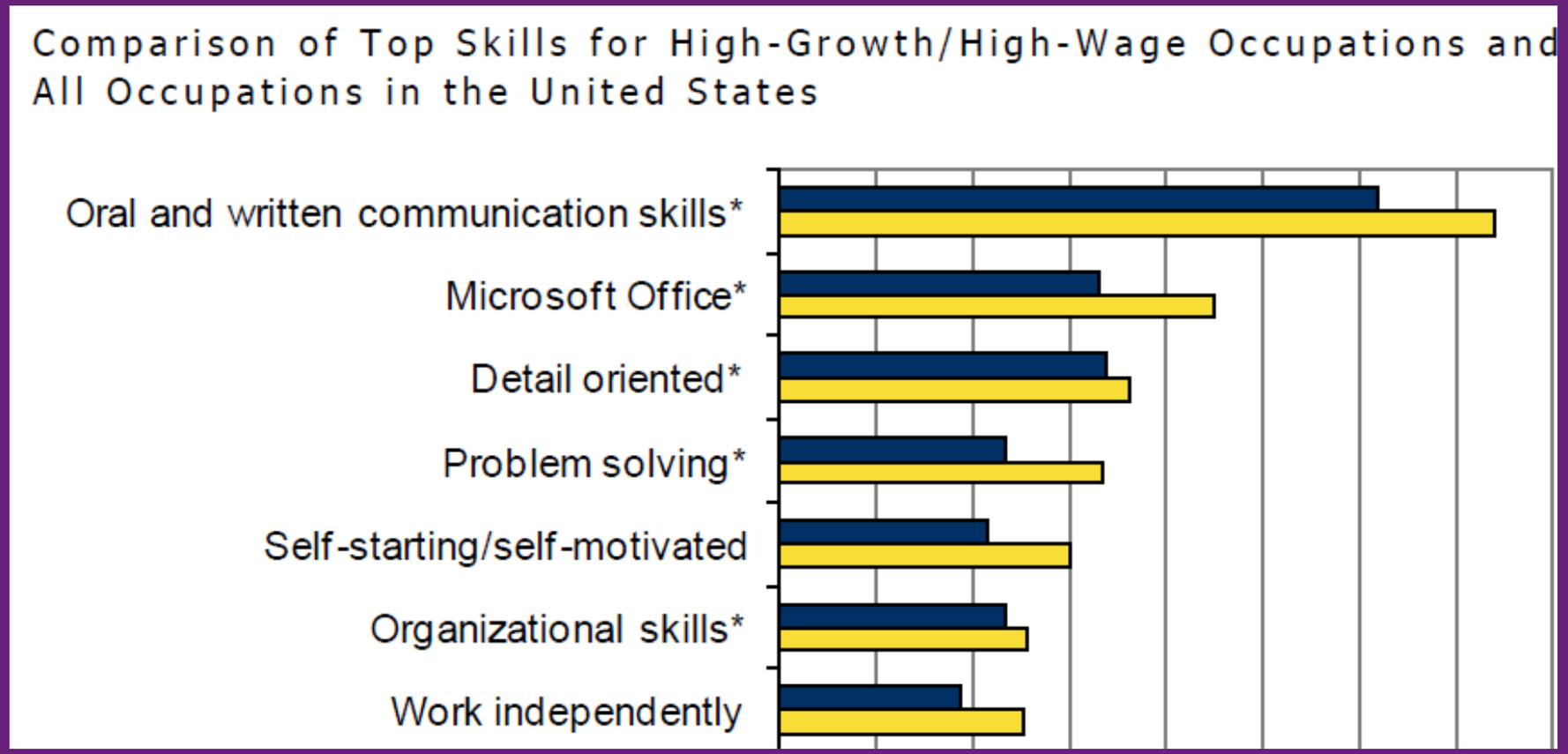
FIGURE 2

Top Skills for All U.S. Occupations



IDC Study

The top skills are generally required for more of the high-growth/high-salary positions than for all other positions



IDC Whitepaper: Skills Requirements for Tomorrow's Best Jobs: Helping Educators Provide Student with Skills and Tools They Need, October 2013

Certification = Employability for Students

91% of hiring managers consider employee certification as a criterion for hiring[1]

81% of hiring managers feel that certified individuals perform better [1]

79% of hiring managers feel that certified individuals are more efficient [1]

89% of supervisors say that Microsoft Office certified employees are more proficient users of Microsoft Office programs [3]

50% of individuals believe obtaining a certification makes them more marketable [2]

"It's truly a global marketplace, especially in the IT world. If you don't have a certification that validates you have the needed skills, you're at a significant disadvantage."

Bill Doherty, @ONE Project, College System of California

Sources
1 MCP Program Satisfaction Study 2010
2 Intrepid Survey
3 Certiport Research 2009

MOS Mapping to Key Job Roles by Application

Specialist	Administration	Sales	Marketing	Public Relations/ Affairs	Accounting	Finance	Operations	Legal	Training
Word		X	X	X				X	
Excel		X	X	X	X	X		X	
PowerPoint		X	X	X	X	X		X	
Outlook		X	X	X	X	X		X	
Access					X	X			
SharePoint		X	X	X	X	X		X	
Expert									
Word								X	
Excel					X	X			
*Master	X						X		X

*Master Cert requires Word Expert, Excel Expert, PowerPoint, and either Outlook or Access

Now hiring
Experienced accountant

Technical Skills and Prior Experience

Five to seven years prior supervisory experience in the financial reporting/general ledger area

Experience working in a law firm or professional services firm is preferred

Experience with Intuit Accounting system or other automated accounting system a plus

*Must be PC proficient and able to thrive in a fast-paced setting

*Must have strong experience with Microsoft Excel, Access & Word

*Certification validates this requirement

Thank You!

microsoft.com/itacademy
ITA OneDrive: http://sdrv.ms/YAHHyM

Microsoft

IT Academy Program